

A coaching philosophy

Here in the August issue of FWD Thinking, Frank explains more about his personal coaching philosophy which applies equally to sports and business.

The term “coach” actually comes from the mode of travel. Just as a bus transports people from one place to another, the human coach takes people from who they are to who they



will become. It's about being prepared to learn and in the process the coach develops people for a better life—inside and outside their sport or business arena.

Enjoy reading this issue and please pass on to anyone who may benefit from Frank's FWD thinking.



A Winning Lead

By Frank Dick



Whether as leader, coach or mentor, our purpose is to prepare the pathway that takes people from who they are to who they will become. My thinking in this was mostly shaped by two life changing books: Richard Bach's *Jonathan Livingston Seagull* which to me was about taking the risk of being different; and *The Prophet* which persuaded me that the coach is to the athlete as Kahlil Gibran saw the parent to the child - the parent is to the bow as the child is to the arrow.

Both of these seemed to point to preparing people to take ownership of their lives – to doing things right and to do the right thing.

We are not in total control of conditions in our lives, nor of results, but we are of our attitude and of our performance. And because life is more like a white water ride than a flat water glide, our attitude must find us controlling the controllables and being agile to turn uncertainty and adversity to advantage. In this, focussing on the performance of those whose development we influence and our own, is key.

Our behaviours must work to a simple acronym: “ODD.” **Own:** take personal ownership of each moment to turn it into opportunity. **Decide:** take considered risks in decision making to turn opportunity to advantage. **Do:** just do it – effectively and excellently.

Giving ownership means not only preparing people to be let go (arrow) but being prepared to let go (bow).

Whether leading, coaching or mentoring or being led, coached or mentored, the most important quote to reflect on is Arie de Geus: “Probably the only sustainable advantage we have, is the ability to learn faster than the opposition.” The key to this, clearly is in being prepared to learn.

“Being prepared” is about attitude (again!) and

process. The attitude part is clear and must be there every step of the life experience pathway towards who we will become.

The process starts with learning to learn and having in place machinery to learn. For example, before a Commonwealth Games you must put in place how you will collect the necessary intelligence to debrief meticulously all that has influenced the performance and results.

In all of this we might agree that there are some things in life we can be taught, and others we can only learn.

Early in our life experience pathway of shaping personal and professional growth, we are taught the “science” for our development role. As we proceed, through experience, we learn the “art” of translating the science to action excellence by effective decision making.

The trouble, however, as Vernon Law avered, is: “Experience is a hard teacher, because she gives the test first and the lesson after.”

Yet if we are to learn the art of delivering our purpose as a leader or coach, we must be exposed to the challenge and pressure of experiencing the untrodden path. It is by taking such risk that we turn fear to courage in the process of making right judgement calls.

It is important to get this right. The learning experience must be planned to ensure it is appropriate for the intended lesson, and we must have a critical competency set in the person responsible to lead, coach or mentor following the experience.

To return to our purpose: by preparing the pathway well, we not only develop people **for** their arena, but **through** the process for a better life. We not only develop them to improve performance, but to deliver it under pressure, on the day.



Tweet of the month

You can follow Frank at www.twitter.com/frankdickcoach. This was the most popular tweet in the last 30 days:

“Greatness will be yours when you commit to going beyond the edge of what others see as limits to seek out the uncertain and unknown.”

CONTACT FRANK

If you wish to find out about Frank's availability or book him for a presentation or workshop, go to www.frankdick.co.uk, or call +44(0)20 3603 0115 or email: office@fwd.uk.com

Frank's books *Winning Matters*, *Winning, Winning Lines* and *Sports Training Principles* are all available for purchase by email to:

office@fwd.uk.com

New subscribers to **FWD** Thinking receive a free copy of *Winning*.

Event Highlights

- “Leadership is not about creating followership; it's about creating ownership and teamship.” As a coach to coaches, whether that be in sports or business, Frank continues to balance his sporting engagements with corporate ones. In recent weeks, Frank expounded on this theme for both a major FMCG company and one of the largest IT companies in the US,
- On the sports side, the ICCE Global Coaches House which took place in Glasgow during the Commonwealth Games, took up much of Frank's time during the last week of July and the first week of August. Over 400 coaches signed up to attend sessions at the University of Strathclyde. The event was sponsored by ICCE



Frank having a bit of banter with Judy Murray during one of the GCH sessions in Glasgow.

- Frank is delighted that he will be speaking to educators at the Scottish Learning Festival in September. The theme of this year's conference is “Raising achievement and attainment for all.” Frank's presentation will be focus on “sports learning edge.”
- The finishing touches have just been put on the sixth edition of Frank's longstanding text book “Sports Training Principles”. This new edition will be published in the autumn and includes contributions from world renowned experts in the world of coaching and sports science.
- Frank's travels will take him to Copenhagen at the end of August; Montevideo, Uruguay in September; Moscow, Bulgaria and Rome in October; Ottawa, Canada in November; and the east coast of the USA in December.



Frank looking thoughtful during Baroness Sue Campbell's lunch time presentation at Global Coaches House in Glasgow.

“Motivation at it's finest from [@frankdickcoach](https://twitter.com/frankdickcoach) 'Winning = Being better today than you were yesterday, everyday' [#workhard](https://twitter.com/frankdickcoach).”

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